



# IVA BOJKOVSKA

## CONTACT INFORMATION

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## EMPLOYMENT HISTORY

### Web Specialist (E-commerce expert & Marketing assistant)

IuteCredit (05.2019 - Present)

- Planning online and offline marketing activities
- Identifying specific target groups and creating aftersales campaigns through different channels
- Research e-commerce market and find opportunities for creating a portfolio with e-shop dealer partners
- Support partners to implement e-shop solution for buying on installments
- Working closely with the development team to define the processes
- Managing dealers information in CRM
- Preparing monthly and weekly reports
- Creating and publishing content on the company's website and landing pages
- Participation in planning and realizing CSR activities

### Marketing Specialist

NTH Mobile, ClickAttack (09.2016 - 05.2019)

- Creating innovative concepts for major brands and agencies across the SEE region
- Proposing creative solutions for banners, landing pages, websites and mobile applications
- Planning prize games and giveaways
- Measuring and analyzing the results of the campaigns
- Summarize results of campaigns for Annual Report about mobile trends and mobile user behavior
- Creating visuals and content for Social Media to increase engagement to the brand
- Conversational copywriting and making flow charts for chatbots on different platforms (Viber, Facebook messenger and web)
- Making creative solutions for Viber marketing: Viber post-call-ads, Viber Business Message with SMS fallback, Stickers, Chatbots

### Web administration and customer care

Grouper.mk (11.2014 - 09.2016)

- Writing content and editing images for the website
- Updating the website on a daily basis with the new deals and partners
- Maintain and update customers data
- Work closely with local and international partners and act as key contact
- Customer service and assistance
- Resolve customers complaints by phone, e-mail and social media
- Assist in new website features and optimize the e-commerce process
- Contribution in planning marketing campaigns
- Knowledge transfer and training to new employees and interns

## INTERNSHIPS

### Marketing and communication assistant

iVote, kupikniga.mk, (08.2014 - 11.2014)

- Researching domestic and foreign market
- Creating plans for product placement
- Planning products sales and delivery
- Creating content for Social Media

### Sales, web administration and customer care

Kupinapopust.mk (01.2013 - 08.2013)

- Negotiation contracts
- Build and maintain relationships with partners
- Creating content for the website on a daily basis
- Customer care

## EDUCATIONAL HISTORY

### Faculty of Economics, University "SS, Cyril and Methodius"

Bachelor's Degree, E-Business (2010 - 2014)

### High Economic school "Vasil Antevski-Dren"

Graduated in 2010

## SKILLS

### Professional

- Team player
- Attention to details
- Quick learning
- Multitasking

### Computer

- Microsoft office
- Adobe Photoshop
- Jira & Confluence
- Google Analytics

### Personal

- Driving licence  
B category
- First aid

### Languages

- English
- Serbian
- Croatian

## INTERESTS AND HOBBIES

Reading books, photography, scouting, camping, mountain climbing and puzzles